

WHAT WE CLAIM IS:

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1. A hologram transfer foil comprising a substrate and a transfer layer laminated thereon, said transfer layer comprising a surface protective layer, a thermoplastic resin layer, a hologram layer and a heat seal layer in this order, wherein when said hologram transfer foil is applied on said heat seal layer side to an application member, a peel force between said substrate and said surface protective layer is smaller than that between adjacent layers in other layers.
- 10 2. The hologram transfer foil according to claim 1, wherein said thermoplastic resin layer is a heat-sealable, water-soluble adhesive layer.
- 15 3. The hologram transfer foil according to claim 1, wherein said thermoplastic resin layer has a softening point of 55°C or higher while said heat seal layer has a softening point of 50°C or higher, and the softening point of said thermoplastic resin layer is at least 5°C higher than the softening point of said heat seal layer.
- 20 4. The hologram transfer foil according to claim 1, wherein said thermoplastic resin layer and said heat seal layer are each dry laminated on said hologram layer.
5. The hologram transfer foil according to claim 1, wherein said hologram layer is a volume hologram layer.
- 25 6. The hologram transfer foil according to claim 1, wherein said hologram layer is a surface relief hologram layer.

7. The hologram transfer foil according to claim 1,  
which further comprises a release sheet laminated on the  
surface of said heat seal layer.